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| **SESSION** | **March 2023** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **DBB1205 – RETAIL MANAGEMENT** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. What are the different factors influencing retail consumers? Explain briefly.**

**Ans 1.**

**Factors Influencing the Retail Consumer**

There are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological. The explanation of these factors is given below.

**1. Cultural factors**

Consumer behaviour is deeply influenced by cultural factors such as:

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**2. Define Merchandise Planning. Explain the stages of Merchandise planning in detail.**

**Ans 2.**

**Merchandise Planning:**

The merchandising manager has to analyse the purchase and sales record as a starting point of merchandise planning. The data for planning can be taken from external as well as internal sources. Feedback can be taken from sales staffs, which are direct contact points with the consumer. Data can also be collected from external sources like newspapers, periodicals, surveys, magazines, etc. This effort would give a fair idea on the needs and wants of the customer for the particular time

**3. Define:**

**Ans 3.**

**Market Segmentation**

Market segmentation is a strategy that involves dividing a large market into subsets of consumers who have common needs and applications of the goods and services offered in the market. Market segmentation is defined as the process of segmenting types of customers or potential customers in a

**Retail communication Mix**

Communication is an integral part of a retailer’s marketing strategy. Primarily, communication is used to inform the customers about the retailer, the merchandise and the product/services. It also serves as a tool for building the store image. Retail communication programme helps in generating

**Assignment Set – 2**

**1. What is store design? Explain its elements in detail.**

**Ans 1.**

**Store design**

The concept of retail store design covers all aspects of the design of a store: ranging from store frontage, fascia and signage, to the internal elements of furniture, merchandising, display, lighting, graphics, point of sale and decoration. Added to this is an understanding of not only what will work aesthetically within the space, but how it will perform functionally and commercially and how it can be built to budget and meet all the regulations governing the use of a public space.

**2. Explain in detail the procedure for store administration.**

**Ans:**

Store administration is a vital part of a retail business, responsible for the smooth operation of a store on a day-to-day basis. It involves an array of duties ranging from inventory management to employee supervision and ensuring customer satisfaction.

**The following sections provide a detailed procedure on effective store administration.**

**3. Explain the modern retail formats in detail.**

**Ans 3.**

The retailing format in India can be termed as a revolution with more and more formats being defined each day. The determinants that affect the format of retailing are retail mediation with the customer, physical storage characteristics and merchandise characteristics. At the same time a strong co-existence between the newly defined retail formats and the primitive ones has been found. This is because customer behaviour in the purchase of goods varies depending upon the format in